

Department of Tourism



Agency Dashboard Performance

Q4 FY2016

Economic Development

Increase the economic impact of visitor spending on Wisconsin's economy

Metric Definition The total of direct, indirect and induced visitor spending.



Goal Met	Current	Previous	Target	Trend
	\$19.3 billion (2015)	\$18.5 billion (2014)	\$20 billion	

Reporting Cycle Annual (January 1, 2015 - December 31, 2015)

Additional Details Spending is defined as follows: direct (visitor spending on recreation, lodging, restaurants, and attractions); indirect (expenditures to business sectors that support tourism - food wholesalers, farmers, publishing); and induced (benefits to the economy as tourism employees spend money earned in the local economy). Research is conducted by Longwoods International and Tourism Economics and is available in May for the previous calendar year.

Generate earned media to promote travel opportunities in Wisconsin

Metric Definition Value of media coverage earned based on cost to buy an ad in the same space.



Goal Met	Current	Previous	Target	Trend
	\$11.5 million	\$8 million	\$62 million	

Reporting Cycle Annual YTD (through June 30, 2016)

Additional Details Target is annual. This has an impact on the state economy, job creation, and elevates our budget to be competitive with other states. There are seasonal fluctuations in media coverage.

Increase visitor spending from international markets

Metric Definition Economic impact/visitor spending of international and Canadian visitors.



Goal Met	Current	Previous	Target	Trend
	\$550 million (2015)	\$700 million (2014)	\$1 billion	

Reporting Cycle Annual (January 1, 2015 - December 31, 2015)

Additional Details Research is conducted by Longwoods International and Tourism Economics and available in May for the previous calendar year.

Increase economic impact of meetings, conventions, and sporting events

Metric Definition Increase the number of sales leads generated through shows attended.

Goal Met	Current	Previous	Target	Trend
	41	35	50	



Reporting Cycle Quarterly (April 1, 2016 - June 30, 2016)

Additional Details This is a tourism industry cooperative effort with the destination interested in hosting meetings, conventions, and sporting events. There are fluctuations depending on show season.

Reform and Innovation

Travel Wisconsin Facebook likes

Metric Definition Number of customers who like the Travel Wisconsin Facebook page.



Goal Met	Current	Previous	Target	Trend
	12,501	2,247	1,800	

Reporting Cycle Quarterly (April 1, 2016 - June 30, 2016)

Additional Details Social media is an effective communication channel and consumers expect brands to provide information in this manner. There are seasonal fluctuations and are dependent on marketing plans.

Increase visits to travelwisconsin.com

Metric Definition People who visit travelwisconsin.com for events, articles, and seasonal reports.

Goal Met	Current	Previous	Target	Trend
	2.1 million	1.7 million	1.6 million	



Reporting Cycle Quarterly (April 1, 2016 - June 30, 2016)

Additional Details Traditional marketing along with innovative email, digital, and content marketing are driving traffic to our website to get more information. There are seasonal fluctuations.

Efficient and Effective Services

Customer service training

Metric Definition Number of industry people trained in customer service.



Goal Met	Current	Previous	Target	Trend
	1,069	1,767	131	

Reporting Cycle Quarterly (April 1, 2016 - June 30, 2016)

Additional Details Exceptional customer service enhances the visitor experience in Wisconsin. People trained come from many economic sectors including health care, finance and insurance.

Community tourism assessments

Metric Definition Number of completed destination assessments.

Goal Met	Current	Previous	Target	Trend
	5	3	1	



Reporting Cycle Quarterly (April 1, 2016 - June 30, 2016)

Additional Details Target is annual. Through a strategic planning process, tourism amenities are identified and development projects planned.

Customer/Taxpayer Satisfaction

Grant application processing time

Metric Definition Maintain grant processing time of 14.5 hours.

Goal Met	Current	Previous	Target	Trend
	15 hours	15.6 hours	14.5 hours	

Reporting Cycle Quarterly (April 1, 2016 - June 30, 2016)

Additional Details A new system for online grant submission launched in July 2015. The department's initial goal was achieved in reducing grant processing time by 25%. Current target is to maintain processing time of 14.5 hours. Tourism awards grants for new and existing events, sales promotions, destination marketing, sports, meetings and convention promotion, and for the Tourism Information Center.